

## EXPERIENCE

**Intuit** | Senior Content Designer | 02/2018 - Present

### Responsibilities

- Lead content strategy and execution for QuickBooks marketing and brand assets—including web, video, print, packaging, email, and more.
- Conduct language and value-prop research to inform strategic and design decisions.
- Own and maintain messaging playbooks and ensure they're applied across all channels.
- Partner with visual and product design to create end-to-end experiences that deliver payoff on promise.
- Perform internal and competitive audits to identify messaging gaps and opportunities.
- Onboard and oversee partner agencies, aligning their work to our strategy and voice-and-tone.

### Highlights

- Integrated messaging campaign announcing company's first bank account, driving a PR moment worth 60.7 million impressions and 28.5 million social impressions.
- Strategic lead for email campaign to prepare self-employed customers for tax time, driving a 204% CTR increase YoY.
- Voice-and-tone audit and overhaul to ensure COVID-sensitive language and design guidelines.
- Messaging lead for full-funnel brand and marketing campaign to drive awareness for company's payments and banking products.
- Content architecture and strategy for full redesign of the company's accountant-facing website

**NerdWallet** | Staff Writer | 11/2015 - 06/2017

### Responsibilities

- Investigated and reported on personal finance—specializing in transportation, car tech, and insurance.
- Built a stable of industry sources and turned their expertise into stories accessible to the casual reader.
- Managed all aspects of the publishing flow, including intermediate HTML coding and graphic design.
- Ran A/B tests on published work and mined data for edits that could maximize SEO impact.

### Highlights

- Appearance in print publications like USA Today, The Chicago Tribune, and The Los Angeles Times.
- Regular syndication in national outlets like Mashable, Money, The Huffington Post, and others.
- SEO article performance helping to drive over \$1 million in revenue in entirely organic traffic.

**Esurance** | Content and Copywriter | 08/2011 - 11/2015

### Responsibilities

- Researched and wrote hundreds of educational, SEO-driven articles for the site's Learning Center.
- Led content strategy and execution across marketing assets such as web, PR, email, and agent scripts.
- Localized content for use in national and state specific marketing assets.
- Pitched and contributed provocative, humor-driven stories to the company blog.

### Highlights

- Most read blogger sitewide for 2014.
- Growth of the Learning Center from initial concept to industry-best educational library.
- Ground-up content and architecture for the company's first international site, Esurance Canada.

*\*For examples of my work from these and freelance positions, check out my [portfolio](#).*

## EDUCATION

**DePaul University** | MA in Writing & Publishing | 06/2011 | Honors

**The University of Kansas** | BA in English; BA in Spanish | 05/2009 | Cum Laude